

PRODUCT DESIGN SKILLS

“MOBILE PHONE” LOGO

DESIGN BRIEF	A new mobile telephone provider: “TOP-MOBILE” has asked you to produce a range of ideas for a new logo, so that the company can raise it’s profile locally and get instantly recognised.
SPECIFICATION	The logo must: <ul style="list-style-type: none"> • Might include the name or initials • Be modern, but dependable • Be instantly recognisable • Must appeal to the initial target market of 13-18 year olds • Be able to be used on promotional material such as letterheads, shop fronts, flags and advertising leaflets • For cost reasons you cannot use more than two colours, including black
WHAT YOU NEED TO PRODUCE	Fill an A4 sheet with a variety of ideas, using colour and lettering. Produce a final design of your logo, 150mm x 150mm in size, in colour.
EXTENSION WORK 1	Show your newly designed logo on a range of the company’s promotional items: letterhead, car stickers, flags, clothing / bags, shop fronts etc.
EXTENSION WORK 2	Evaluate your final design, comparing it to the bullet points in the specification above. Have you achieved all the points, how can you prove it ? If not, then why not ?
RESOURCES	Some logos from mobile companies and teenager related groups / companies and charities are shown below to help you come up with some ideas, <u>do not just copy them, you could probably do better.</u>



Youth Sport Trust



Design ideas

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Extension Tasks